

**CLAIMS**

Claims 1-56 (Canceled).

57. (New) A method for routing network traffic, comprising:

- a. receiving the network traffic at a router;
- b. determining a geographic location of the router using an IP address of the router;
- c. determining a destination for the network traffic received at the router;
- d. determining a geographic location of the destination using an IP address of the destination;
- e. determining a first route to the destination, the first route comprising at least a first intermediate routing device;
- f. deriving a geographic location of the first intermediate routing device using an IP address of the first intermediate routing device;
- g. analyzing a first interconnection between one or more routing devices in the first route by approximating the behavior at the one or more routing devices in the first route;
- h. determining a second route to the destination, the second route comprising at least a second intermediate routing device;
- i. deriving a geographic location of the second intermediate routing device using an IP address of the second intermediate routing device;
- j. analyzing a second interconnection between one or more routing devices in the second route by approximating the behavior at the one or more routing devices in the second route;
- k. selecting a route from one of the first route or the second route using the geographic location of the destination, the geographic location of the router, the geographic location of the first intermediate routing device, the geographic location of the second intermediate routing device, the approximated behavior at the one or more routing devices in the first route, and the approximated behavior at the one or more routing devices in the second route; and
- l. directing the network traffic along the selected route to the destination.

58. (New) The method of claim 57, wherein the network traffic comprises a request and the destination comprises a server.
59. (New) The method of claim 57, wherein the selecting step further comprises selecting a route with a shortest distance to the destination.
60. (New) The method of claim 57, wherein the selecting step further comprises selecting a route having the shortest latency time.
61. (New) The method of claim 57, wherein the selecting step further comprises selecting a route having the most available bandwidth.
62. (New) The method of claim 57, wherein determining a destination comprises selecting a destination based on its load.
63. (New) The method of claim 57, wherein determining a destination comprises selecting a destination based on a connection speed associated with a source of the network traffic.
64. (New) The method of claim 57, wherein determining a destination comprises selecting a destination based on bandwidth available at the destination.
65. (New) The method of claim 57, wherein determining a destination comprises selecting a destination based on a connection speed associated with a source of the network traffic and the bandwidth available at the destination.
66. (New) The method of claim 57, wherein the network comprises the Internet and the network traffic comprises packets.
67. (New) The method of claim 57, further comprising assigning a first confidence level to the determined geographic location of first intermediate routing device and assigning a second confidence level to the determined geographic location of the second intermediate

routing device, and wherein selecting a route comprises selecting a route from one of the first route or the second route using the geographic location of the destination, the geographic location of the router, the geographic location of the first intermediate routing device, the geographic location of the second intermediate routing device, the approximated behavior at the one or more routing devices in the first route, the first confidence level assigned to the determined geographic location of the first intermediate routing device, the approximated behavior at the one or more routing devices in the second route, and the second confidence level assigned to the determined geographic location of the second intermediate routing device.

68. (New) A method for routing network traffic, comprising:

- a. receiving the network traffic at a router;
- b. determining a geographic location of the router using an IP address of the router;
- c. determining a destination for the network traffic received at the router;
- d. determining a geographic location of the destination using an IP address of the destination;
- e. determining a first route to the destination, the first route comprising at least a first intermediate routing device;
- f. deriving a geographic location of the first intermediate routing device using an IP address of the first intermediate routing device;
- g. analyzing a first interconnection between one or more routing devices in the first route to simplify the first route by combining one or more routing devices in the first route;
- h. determining a second route to the destination, the second route comprising at least a second intermediate routing device;
- i. deriving a geographic location of the second intermediate routing device using an IP address of the second intermediate routing device;
- j. analyzing a second interconnection between one or more routing devices in the second route to simplify the second route by combining one or more routing devices in the second route;

- k. selecting a route from one of the first route or the second route using the geographic location of the destination, the geographic location of the router, the geographic location of the first intermediate routing device, the geographic location of the second intermediate routing device, the combined one or more routing devices in the first route, and the combined one or more routing devices in the second route; and
  - l. directing the network traffic along the selected route to the destination.
69. (New) The method of claim 68, wherein the network traffic comprises a request and the destination comprises a server.
70. (New) The method of claim 68, wherein the selecting step further comprises selecting a route with a shortest distance to the destination.
71. (New) The method of claim 68, wherein the selecting step further comprises selecting a route having the shortest latency time.
72. (New) The method of claim 68, wherein the selecting step further comprises selecting a route having the most available bandwidth.
73. (New) The method of claim 68, wherein determining a destination comprises selecting a destination based on its load.
74. (New) The method of claim 68, wherein determining a destination comprises selecting a destination based on a connection speed associated with a source of the network traffic.
75. (New) The method of claim 68, wherein determining a destination comprises selecting a destination based on bandwidth available at the destination.

76. (New) The method of claim 68, wherein determining a destination comprises selecting a destination based on a connection speed associated with a source of the network traffic and the bandwidth available at the destination.
77. (New) The method of claim 68, wherein the network comprises the Internet and the network traffic comprises packets.
78. (New) The method of claim 68, further comprising assigning a first confidence level to the determined geographic location of first intermediate routing device and assigning a second confidence level to the determined geographic location of the second intermediate routing device, and wherein selecting a route comprises selecting a route from one of the first route or the second route using the geographic location of the destination, the geographic location of the router, the geographic location of the first intermediate routing device, the first confidence level assigned to the determined geographic location of the first intermediate routing device, the combined one or more routing devices in the first route, the geographic location of the second intermediate routing device, the second confidence level assigned to the determined geographic location of the second intermediate routing device, and the combined one or more routing devices in the second route.
79. (New) A method for routing network traffic, comprising:
- a. receiving the network traffic at a router;
  - b. determining a geographic location of the router using an IP address of the router;
  - c. selecting a destination for the network traffic received at the router because the destination has content associated with a geographic location of a source of the network traffic;
  - d. determining a geographic location of the destination using an IP address of the destination;
  - e. determining a first route to the destination, the first route comprising at least a first intermediate routing device;

- f. deriving a geographic location of the first intermediate routing device using an IP address of the first intermediate routing device;
  - g. determining a second route to the destination, the second route comprising at least a second intermediate routing device;
  - h. deriving a geographic location of the second intermediate routing device using an IP address of the second intermediate routing device;
  - i. selecting a route from one of the first route or the second route using the geographic location of the destination, the geographic location of the router, the geographic location of the first intermediate routing device, and the geographic location of the second intermediate routing device; and
  - j. directing the network traffic along the selected route to the destination.
80. (New) The method of claim 79, wherein the network traffic comprises a request and the destination comprises a server.
81. (New) The method of claim 79, wherein the selecting a route step further comprises selecting a route with a shortest distance to the destination.
82. (New) The method of claim 79, wherein the selecting a destination step further comprises selecting a destination based on a connection speed associated with a source of the network traffic.
83. (New) The method of claim 79, wherein the selecting a destination step further comprises selecting a destination based on bandwidth available at the destination.
84. (New) The method of claim 79, wherein the selecting a destination step further comprises selecting a destination based on a connection speed associated with a source of the network traffic and the bandwidth available at the destination.
85. (New) The method of claim 79, wherein the network comprises the Internet and the network traffic comprises packets.

86. (New) The method of claim 79, wherein the content is one of advertising or promotional content.
87. (New) The method of claim 79, wherein the content is in a language associated with the geographic location of the source.
88. (New) The method of claim 79, further comprising assigning a first confidence level to the determined geographic location of first intermediate routing device and assigning a second confidence level to the determined geographic location of the second intermediate routing device, and wherein selecting a route comprises selecting a route from one of the first route or the second route using the geographic location of the destination, the geographic location of the router, the geographic location of the first intermediate routing device, the first confidence level assigned to the determined geographic location of the first intermediate routing device, the geographic location of the second intermediate routing device, and the second confidence level assigned to the determined geographic location of the second intermediate routing device.